

CAMBRIDGE
(IN THOUSANDS OF DOLLARS)

| | <u>LAUNCH</u> | |
|--|---------------|---|
| ADVERTISING | | |
| ----- | | |
| MAGAZINES | \$8,300 ✓ | |
| SUPPLEMENTS/NEWSPAPER | | |
| FSI | | |
| OUTDOOR | | |
| AGENCY PRODUCTION | 1,000 ✓ | |
| PM PRODUCTION | | |
| | <u>9,300</u> | |
| SUBTOTAL- ADVERTISING | | |
| EVENT SPONSORSHIP | 0 | |
| RETAIL PROMOTIONS (INCLUDES MERCHANDISE CPN) | | |
| ----- | | |
| 4TH QTR PACK | 4,000 ✓ | <i>higher or w/ 2 pack 2.9m deals</i> |
| 4TH QTR CTN | 10,000 | <i>w/ incentive or calc. 1 SM deals</i> |
| MEGA VOLUME | 1/2 6,800 ✓ | <i>B3G1 = 20000 deals</i> |
| | <u>20,800</u> | |
| SUBTOTAL- CONSUMER INCENTIVES | | |
| COUPONING | | |
| ----- | | |
| 1 NATIONAL FSI | 2,900 | <i>B3G1 + 1010</i> |
| INCLUDING \$.5 MILLION PLACEMENT COST | <u>2,900</u> | |
| SUBTOTAL- COUPONING | 2,900 | |
| DIRECT MARKETING | | |
| ----- | | |
| DIRECT MAIL - 3RD WAVE | 3,000 | <i>10.1.10</i> |
| | <u>3,000</u> | |
| SUBTOTAL- DIRECT MARKETING | | |
| PERM & TEMP POS/ARTWORK | | |
| ----- | | |
| PERMANENT POS | | |
| TEMPORARY POS | | |
| ARTWORK | <u>200</u> | |
| SUBTOTAL- POS | 200 | |
| SAMPLING/OTHER PROMOTIONS | 0 | |
| ----- | | |
| TOTAL BRAND PROGRAMS | \$36,200 | |

2048410140